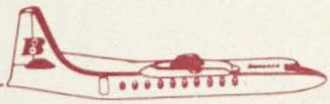
THE BIG B



PICTORIAL ISSUE

Featuring

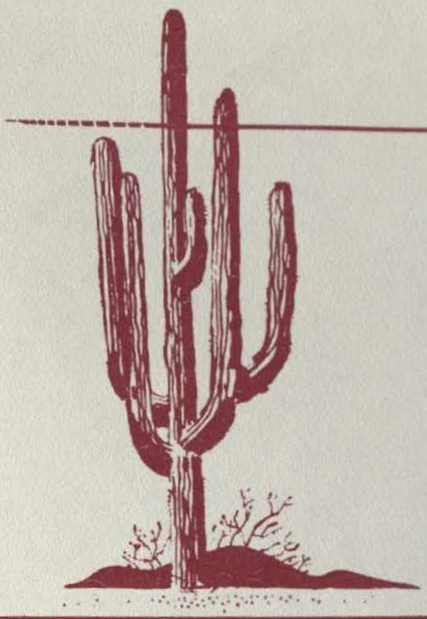
Photos by de Koevend

and

The Indefatigable DC-3's

Bonanza Air Lines

OCTOBER, 1960



FLY JET-POWERED ALL THE WAY...

TO **NEW YORK, CHICAGO**

AND OTHER POINTS EAST

Today's Jet Travel
..starts with..
Bonanza's Jet–Prop
SILVER DART FLIGHTS
...offering...
CONVENIENT CONNECTIONS
...with only...
ONE RESERVATION

BONANZA AIR LINES

This issue is dedicated to the Indefatigable DC-3. That Douglas plane which was first described as the "great, sleek ship of the commercial airlines". In its early days, the DC-3 was regarded as the ultimate in modern aircraft. But the passage of time, and the inventiveness of man, produce new ultimates, and jetprop planes are now supplanting the Indefatigables.

Bonanza, in keeping with the jet age, has its jet powered Fairchild F-27As — the Silver Darts. Beside them, the once beautiful DC-3 appears a little awkward and thick-around-the-middle. Consequently, although she continues to perform those services asked, she does so in the shadow of the Silver Dart.

But, for this issue at least, the DC-3 has the spotlight. The story of the Indefatigables begins on page 2.

The second feature in this month's issue introduces Loret de Koevend, and presents examples of her greatest enjoyment — photography. Her photo on the cover is an interesting study in the use of screen overlays to produce an oil painting effect. Loret's story appears on page 14.

THE BIG B
PUBLISHED AND PRINTED BY BONANZA AIR LINES, INC., BOX 391, LAS VEGAS, NEVADA

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THE INDEFATIGABLE DC-3s

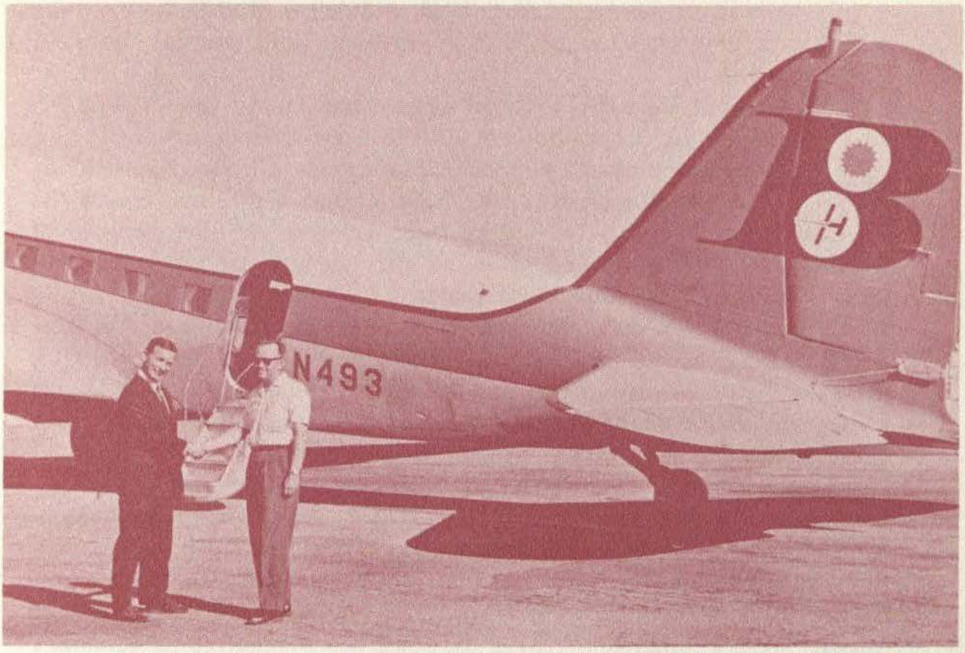
In January 1959, ten DC-3s were flying Bonanza's routes. In March, they were joined by a newcomer — the Silver Dart. Since, seven more jetprops have arrived and relieved the DC-3s of most of their responsibilities. Soon, all of the "grand old workhorses of the air" will retire from active service with Bonanza. Four have already departed. And, one by one, the remaining six will go on to new horizons with other companies where new chapters will be added to their stories. But as they leave, we recall — with a bit of nostalgia — the role they played in Bonanza's history.

Several of them led exciting lives. All of them enjoy the prestige of being pioneers in the air age — the first "big airliners" of the scheduled airline industry.

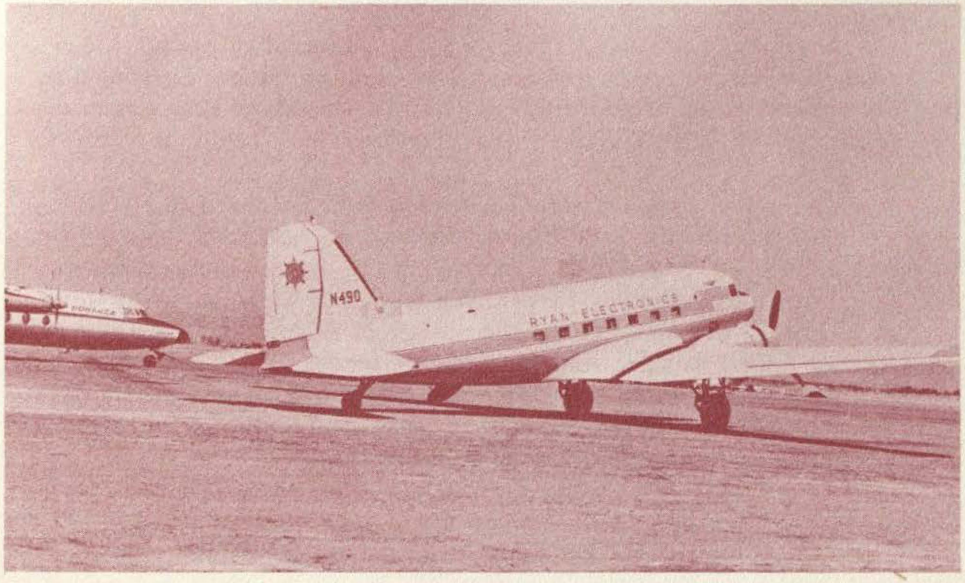
Their association with Bonanza begins with N-497, the first of what was to become the fleet of ten. N-497 was manufactured in August 1941 for Western Airlines. At that time it was designated N-33670. In July 1949, Bonanza purchased it to serve the Reno-Las Vegas run and in preparation for the forthcoming Reno-Phoenix route. 497 flew Bonanza's schedules for eleven years. Then, this July, it was bought by Air Carrier Service Corporation, aeronautical suppliers and technicians, located in Washington, D. C.

In August 1949, a second DC-3 joined Bonanza. This was N-496, known previously as N-25622. Douglas Aircraft completed it in September 1940 for United Airlines, from whom Bonanza bought the plane.

December, 1949, saw the inauguration of Bonanza's first interstate flight. That month, too, N-495 was added to the fleet serving the "Route of the Gold Strikes" from Reno, Nevada to Phoenix, Arizona. 495 was manufactured in October 1941, and first served as a C-53 with the Air Force. (C-53s were DC-3s that had been ordered by the airlines and were under construction at the beginning of the war. Although they were appropriated by the military, most of them did not receive extensive modification of their basic DC-3 design.)* After the war, 495 went to Trans World, and as N-18619, flew their routes until it was sold to Bonanza.



Above, Bonanza Vice President - Operations Myron W. Reynolds (right) shakes hands with lessee Charles H. Banfe who delivered 493 to All Nippon Airways. Below, 490, dressed in green and white.



N-494 was constructed in April 1940, and delivered to United Airlines as N-25681. Bonanza purchased it in February 1950, bringing the fleet up to four.

N-493 (built June 1942) started its career as Trans World's N-28393. In December 1952, it became fifth on the Bonanza seniority list. This June, 493 was leased by All Nippon Airways. Mr. Charles Banfe, along with Mr. and Mrs. Robert Rimpau of San Dimas, California, ferried the plane to Japan, via Alaska. After three layovers enroute, because of weather, 493 finally touched down on the northern tip of Japan, and today is flying ANA's inter-island routes.

N-492, under a different numeric designation, was one of the first DC-3s to be delivered to American Airlines in 1936. Later, as N-16015, it was a Trans Alaskan plane, and then, in February 1955, a Bonanza plane. 492 is the fourth oldest DC-3 in the United States — the fifth oldest in the world — that is still in active service.*

N-491 (January 1940) began as Northwest Airlines plane N-25610. Somehow, it migrated to China where, as N-1790-B, it was with Central Air Transport — a carrier flying the Burma Hump during the war. Captured by the Chinese Reds, it was impounded, we believe, in Hong Kong. Eventually, it was released and returned to the United States by aircraft carrier. After a complete overhaul, the plane was brought up to Bonanza's specifications, and registered in May 1955 as N-491.

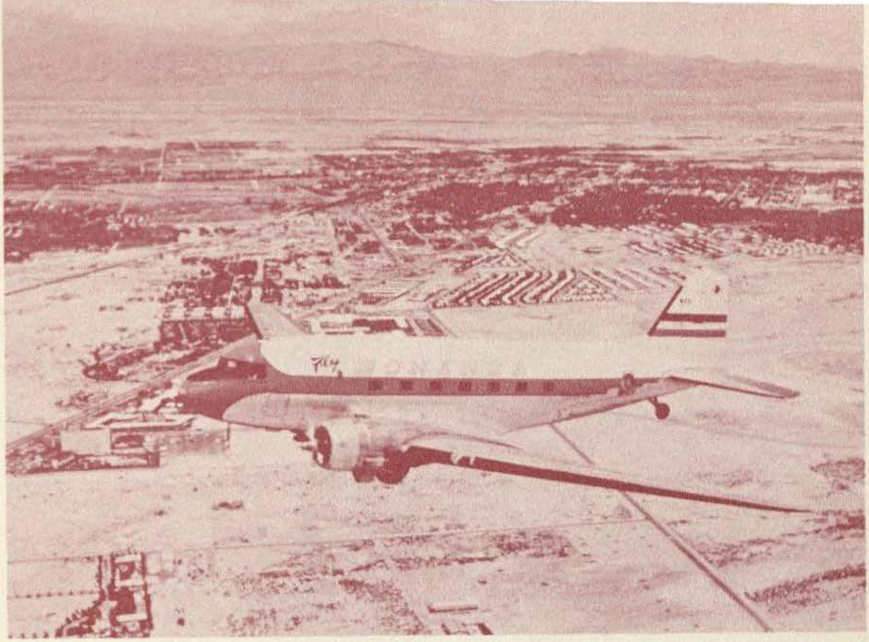
N-490, built in July 1937, was first delivered to United Airlines, as N-18106 — a sleeper plane.* Then, like 491, it joined Central Air Transport as N-1788-B, was impounded in China, and eventually returned to the States. In May 1955 Bonanza acquired it. In spring of this year, an interior remodeling and a green and white paint job transformed 490 into the "laboratory in the sky" for the Ryan Electronics Corporation of San Diego.

N-498 was manufactured January 1937, and served United as N-16063. With the entry of the United States into world hostilities, it was used by the Armed Forces. After the war, 498 was the property of Babb Company, a division of International Aircraft Services, Inc., before it came to Bonanza.

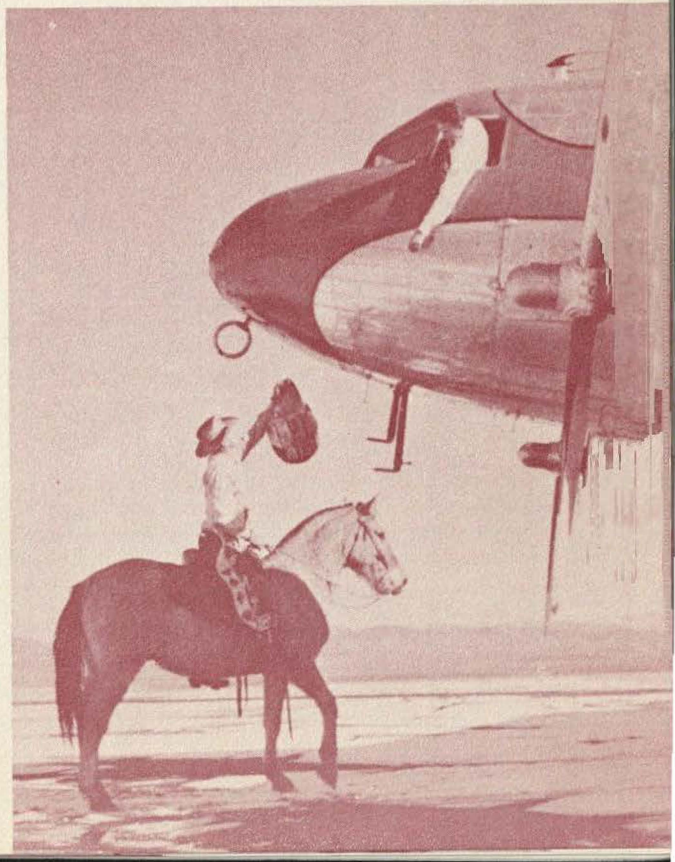
The last of Bonanza's ten DC-3s is N-485, completed in December of 1941. Like 495, it had been ordered and was under construction for an airline when World War II started. So its first assignment was as a C-53 with the Air Force. From there, it went to Continental Air Lines as N-15564. Bonanza received the aircraft in August 1957. This April, 485 was leased to Edde Airlines, a charter service in Salt Lake City.

This, briefly, is where the ten have been, and where some of them are going. Some of the things they have done and seen while flying Bonanza's colors are shown on the following pages.

*From correspondence in October, 1958, between Wm. J. Mitchell, Bonanza VP Traffic and Sales, and Mr. Tom Baxter, author of THE FABULOUS DCs.

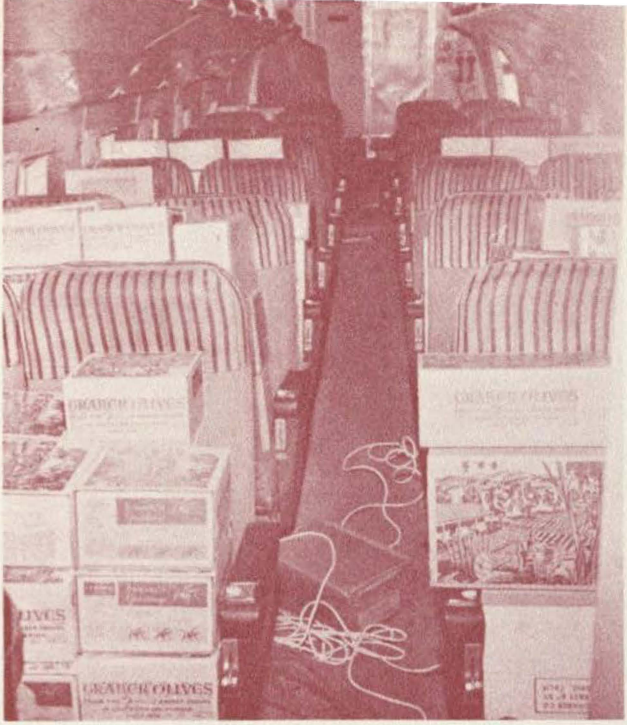


"Route of the Gold Strikes" paint job, a familiar sight on Bonanza's system for nearly a decade.

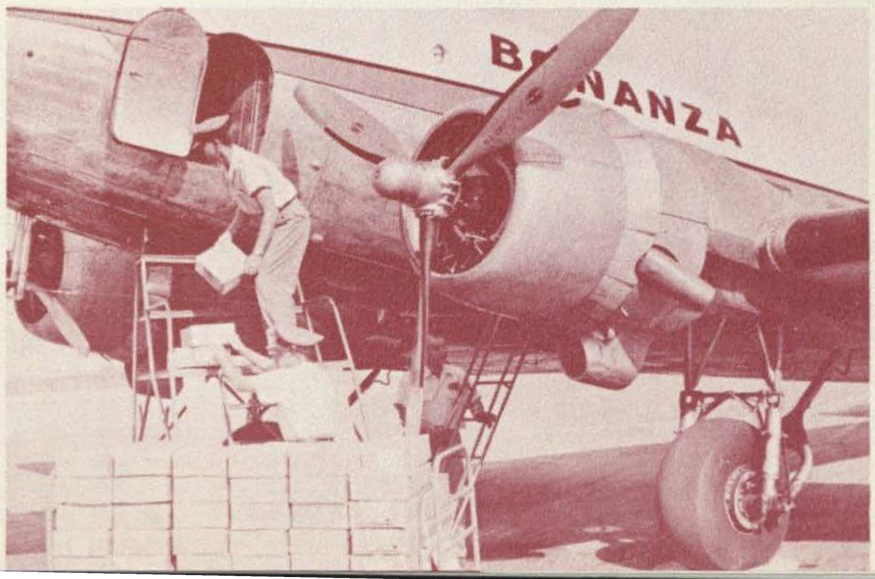


One of the ceremonials during the Reno to Phoenix inaugural interstate flight on December 19, 1949. The indefatigable DC-3s have blazed the trail of scheduled air service into eight of the airports on Bonanza's system. DC-3s were the first to land at Apple Valley, Blythe, Riverside and Santa Ana in California; at Kingman, Page, Prescott and Valle (Grand Canyon) in Arizona.

Mom and Pop Squires, two of Nevada's pioneers. Pop (Charlie) Squires was one of the state's leading newspaper publishers for nearly a half century, and he and Mom (Delphine) were columnists. During the early days of Bonanza's history, Mom and Pop, along with other air-minded Nevada citizens such as U. S. Senator Pat McCarran, originator of the first Civil Aeronautics bill, and Governor Vail Pittman, were among Bonanza's staunchest supporters.



One of the indefatigables' rather unusual cargoes. 367 gift boxes, 5,022 pounds in all! Bonanza's DC-3 was flown especially to Ontario to transport the olive company's largest air shipment as of December, 1956. The DC-3s have also carried seven billion lady bugs from Reno to Phoenix; a bouquet of fresh flowers destined for Queen Fredrika of Greece, from Santa Ana to overseas connections in Los Angeles; 450 loaves of bread from Phoenix to 2000 hungry delegates at the National Boy Scout Jamboree in Newport Beach; the Coronation Doll, created by Gloria Vanderbilt and Lady Furness, from Los Angeles to Yuma; Santa Claus from Phoenix to Prescott; and doves, doves, doves out of El Centro. Below are 1290 pounds of them. During the hunting season of 1957, they were shipped at a rate of 1000 pounds a day.
Top photo—Frank Stiffler Lower photo—Post and Press

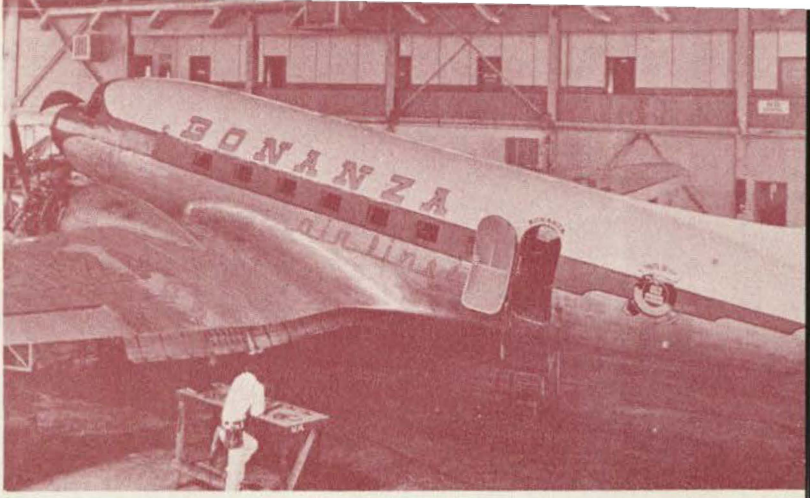


One of the "firsts" in the scheduled airline industry was seen by our DC-3s, who flew clergymen at 50% reduced fares. Bonanza was the first scheduled carrier to offer reductions to clergymen. Father John Ledger of the Episcopal Church (left), Reverend Leslie A. Hudson of the Christian Church and Father Baldus of the Catholic Church took advantage of the policy in February 1957. Photo—Gross

(Left) Golf Champ Jimmy Demaret, entertainment stars Bing Crosby and Phil Harris, along with Bing's son Dennis, head for Las Vegas and the Desert Inn Golf Course, for the Tournament of Champions in April, 1957. These are but a few of the celebrities who have traveled Bonanza's DC-3s.

Republic photo by Ralph Camping

In 1957, Bonanza adopted the Big B paint design, and that summer "The Route of the Gold Strikes" went into the hangar for a new paint job, as well as its regular check-up.



Back on the system, all decked out in its new exterior.

Representing the bevy of beauty queens who have graced Bonanza's DC-3s, is Miss Utah 1957 — Francine Felt — who was among the guests of the Inaugural Salt Lake City to Phoenix flight, on January 3, 1958. The beauty queens of many cities and several states have been flown to competitions and coronation balls by the indefatigable DC-3s.

Travelers from around the world have been passengers on Bonanza's DC-3s. Over the years, the passenger manifests have contained many exotic names. From the photo file, two pictures represent these visitors from other lands. At top is Miss Edang Sulbi, Indonesian Minister of Information and Education, who visited the United States in the winter of 1958 on a tour of educational facilities. Deplaing at Prescott, Arizona to inspect their schools, she was welcomed by Station Manager Foster Neil. Her Hostess on the flight was Pat Thorson. Lower photo — Dr. Klaus Benger of Bregenz, Austria, was one of the passengers on the first scheduled flight to Grand Canyon on May 1st, 1959. Dr. Benger was greeted by Hostess Margarete Fuecht, formerly of Stuttgart, Germany. Photo by Bob Davy. (Next page) In addition to their scheduled flights, the DC-3s have flown hundreds of charter flights — for conventioners, business and civic groups, and companies of forest fire fighters. There have been youngsters like the Brownie Troop who flew into Intermediate Scouting in a DC-3 above the Valley of the Sun. Ann Hancock was their Hostess. (Biers Photo Service). And on one occasion, the charter passengers were a wedding

party! On June 28, 1959, Army Captain Glenn Rogers and Miss Josephine Covington were joined in holy wedlock as they flew in a DC-3, 11,000 feet above Las Vegas. Reverend Henry Toews of the First Baptist Church, North Las Vegas, performed the ceremony. Best man and matron of honor were Mr. and Mrs. Robert Melendrez. Photo—Las Vegas News Bureau. And this brings to an end pictorial bits from the lives of Bonanza's Indefatigables. The files reveal many other such incidents, for the DC-3s have seen Bonanza grow from an intrastate carrier, flying a little less than 263,870 revenue passenger plane miles in 1949, into an expanding local service airline, flying nearly 4,737,850 miles for the year ending July 1960. Since the first interstate flight in December 1949, over 1,042,000 passengers have flown 23,836,611 miles in ten years. Yes, the DC-3 has seen much.

Now, no longer considered the swift beauty of the scheduled airlines, the DC-3 is nevertheless revered by all who knew her. For her dependability endured through the years, though her beauty and speed were surpassed by her successors. From here, Bonanza's history will be written by the Silver Dart. The DC-3's job is almost finished. And a very fine job it has been.

OCTOBER

ONE YEAR AGO

Residents of Tucson and the Douglas-Bisbee area had an opportunity to view and ride in Bonanza Air Lines' F-27 jetprop Silver Dart, which will serve Tucson, Ft. Huachuca and Douglas-Bisbee if the airline's application to extend service to those towns is approved by the Civil Aeronautics Board. Included in Bonanza's application are requests to establish a new route between Phoenix and El Paso, a non-stop direct route between Tucson and Yuma, and Tucson's first single-plane service to Las Vegas and Reno as well as one-stop service to Salt Lake City.

Bonanza Air Lines president Edmund Converse, by special invitation of the Secretary of Defense, was a member of the 29th Joint Civilian Orientation Conference, composed of leading business and professional men representing important elements of American industry. The group participated in meetings held in the Pentagon, Washington, D. C., and observed operational demonstrations at Army, Navy, Air Force and Marine Corps field commands. The 10-day caucus is convened semi-annually by the Secretary of Defense to broaden the base of public understanding of the Defense Department.

FIVE YEARS AGO

The Civil Aeronautics Board proposed to give Bonanza Air Lines a permanent certificate to serve 11 of the cities on its route. The CAB said five other towns should be served only under a temporary three-year certificate because they generated less than an average of five passengers a day and thus do not warrant permanent certificates. The following would be made permanent points on the route: Reno and Las Vegas, Nevada; Prescott, Phoenix and Yuma, Arizona; and El Centro, San Diego, Santa Ana-Laguna Beach, Los Angeles, Burbank and Riverside-Ontario, California. A new law requires that the CAB give the local service airlines permanent certificates for at least half the cities on their routes. Bonanza is the sixth of 13 feeder airlines to be proposed for such permanent certification.

Searching for a solution for the problem of obtaining new equipment, eight officials of Bonanza Air Lines visited the Royal Netherlands Aircraft Factories in Amsterdam, Holland. The local airline officers inspected a new type airplane—the Fokker Friendship (Fokker F-27)—for possible use on Bonanza Routes.

APV...set an all-time traffic record in August with 277 passengers boarded. Previous APV record was set in August, 1957..Your reporter and family vacationed in the South this year, visiting Florida and Alabama.

"Hi" Hiler.

IPL...Over 6000 pounds of ice-packed doves were flown out of IPL this season, surpassing last year's season by 500 pounds. Watching the hunters ship them out, Mgr. Bob Nance, Agt. Larry Aden and I decided to try our own guns. The results weren't as smashing as our boarding record, but the hunting was fun. Jesse Law.

LAS/ACCTG...welcomes Rita Puskarich, formerly with Delta Airlines. Rita is our new Ticket Auditor. Welcome, also, to Christine Rackley, our new File Clerk..There are two new brides in our midst - GTR Auditor Betty Hawkins Johnson and Marge Pleger Vidaurri of IBM.

Mabel Bruni.

LAS/ATO-RES...Congratulations to Bill Carlson who has moved from ATO to GO as the new Junior Analyst in Research and Development. Taking his place as Op. Agt. is Bill Austin...We have two new faces in our Res. Off. Larry Curns who transferred from Provo, and Dorothy Schuster who has returned from PHX..The army has called Op. Agts. Wilbur Tarrant and Bob Epperly who shall soon be waked to the sound of a bugle...Ld. Agt. Jim White is still talking about his trip to Edinburgh, England and St. Andrews Golf Course. Besides golfing, he and his wife visited relatives, and of course went sight-seeing. Anita Comerford.

LAX...welcomes Frank Armenta, wife Carol and son, recently transferred from Palm Springs..On September 10th everyone enjoyed a birthday party at the beach in honor of Bob Trentman.."Jake" Jacoby has returned from a trip to South Dakota - driving?! Bob Peterson.

LAX/CTO...Our Miss Angela Garcia is now Mrs. Joseph Gallardo, and happily doing two jobs now, as Res. Agt. and Homemaker. Betty Lindquist.

ONT...For the third consecutive month we have scored a new passenger record -1043 enplaned in August!..On Sept. 11th, the runway lights were temporarly out of service. Reason - an automoblie driver broke through the field barrier on Fire Road, and scored sixteen direct hits on the landing lights. However, everything is now back in good order. Art Pierce.

PHX/ATO...Winn Wahlstrom has just completed a swimming pool at his home. Everyone is welcome to join in the splash when in Phoenix. Vacations are over, with Wally Vallandingham back from Jamaica; James Keim back from Kansas; yours truly back from a tour of Iowa, Nebraska, Colorado, New Mexico and Arizona; and Jim Finnerty back from California. After listening to Jim's enthusiastic description of Disneyland, we are not sure whether he took the children to see it, or took himself, and the children just happened to be along!

Ardean Cottington.

PHX/CTO...Newest addition to PHXR is me - who traded places with Dorothy Schuster, now back in Las Vegas... Supervisor Ramona Mason will soon be retiring to await the stork..Two of our Res. Agts, Linda Scott and Margaret Bayliss, have been leading identical lives. It seems that both are from the SFO bay area, both attended Northwest Airline School in Hollywood, both graduated at the same time in April, and both were hired on the second of May - for PHXR. They now share the same apartment and new T-Bird, and enjoy doing such things as swimming, cooking,reading and listening to their stereo.

Dee McJunkin.

PHX/HOSTESS...It is nice to have Helen Bailey home again after four months tour with Aloha Airlines in Honolulu. Corrice Christensen has left Bonanza to marry Phoenix patrolman Hugh Evans. Corrice plans to enter the Police Academy for Women in the near future.

Maggie Kreiling.

PRC...Agt. Al Pott is back on the job after a vacation that took him first to Wisconsin, then to California to get some sand and sun, and finally to Idaho for some serious fishing. Quarterhorse enthusiast, Mgr. Foster Neil, used his vacation to visit several authorities on Quarterhorse husbandry. Foster presently has a herd of twenty Quarterhorses. Bill Taylor.

RAL...boarded 768 passengers in August for an all time high. The City of Riverside is planning an Air Fair and open house to be held the 23rd of this month at the airport. Everyone is invited to attend. The City is also planning some extensive modification of the airport, including an automatic wind T, runway lights, and taxiway improvements. Cost is estimated at $135,000...Agt. Gorder and family vacationed the Bonanza way - seeing Las Vegas, Phoenix and Grand Canyon. Vacationing Mgr. Kissick was by the other day (returning from Santa Fe via motorcycle!) and was off again, this time via TWA to New York. Jerry Butler.

SAN...During the month of August, San Diego was really hopping - enplaning 1308 passengers and 8259 pounds of air mail, setting new records for the station. Also, this is the first time that an intermediate station has boarded in excess of 1300 passengers...Agt. Eldon Anderson vacationed to Chicago and New York via Trans World. LeRoy Hall.

SLC/CTO...We're showing off a new agent - dark-haired, dark-eyed, attractive Jannet Evanoff. Jan, in her spare time, reads avidly, loves to dance, and is working toward her master in bridge. New to the airline industry, Jan took her first plane trip to Phoenix and Las Vegas; declared upon landing, "I'm spoiled - no more car, bus or train for me". Mary Lynn Kramer is retiring this month to await the arrival of a first son or daughter. Lyn Marshall.

SNA...We are proud to say that we have set an all time high in August by boarding 805 passengers. Previous record - 748 in August 1959. Joe Duffy.

YUM... Former BAL part time Agt. Edgar Phillips is back at the station, filling in for Bill Reed, who is on military leave. Ed, who recently retired from the USAF, was part time agent for five years until the Air Force transferred him to Florida in June 1959...Air express was a big item in Yuma for the month of August. We loaded 1996 pounds, to break our previous record of 1236, set in June of this year. ..Your reporter and his wife, LeOra, announce the arrival of Lorrie Kaye, born August 23rd. Ernie Burks.

Editor's potpourri...Congratulations to G.O. Mail Clerk Bob Judd and his bride Edna..We wish the best of luck to

Paul Johnson who has resigned from the Kingman station to accept a position with the FAA...Supvr.-Employee Benefits Viv Wile is back from a vacation trip to Hartford, Conn. where she conferred with Connecticut General. We understand that Vivian's 13-year-old Mary is now enrolled in the first Las Vegas class of the Harry Conover School of Modeling...LAS/MNTNCE welcomes new mechanics Paul Winford, Eugene Hite and Harold Graves. Al Butt, Norval Doddridge, Lavor Coates and Harold Cumberlin have left the hangar to man our new maintenance operation in LAX...We hear that former PHX Res. Agt. Pat Sachen is now the mother of a son, Michael Maguire Sachen who weighed in at 8 pounds, 10 oz. on August 11th...In addition to those mentioned above, several other stations around the system set new records in August. Cedar City scored a new high in passenger boardings and set a new air mail record. Valle reported a new high for the third consecutive month in passengers enplaned, and Flagstaff set a new surface mail record. Although Reno did not set a new high, the station came within 24 passengers of its record in February, and did establish a second highest figure.

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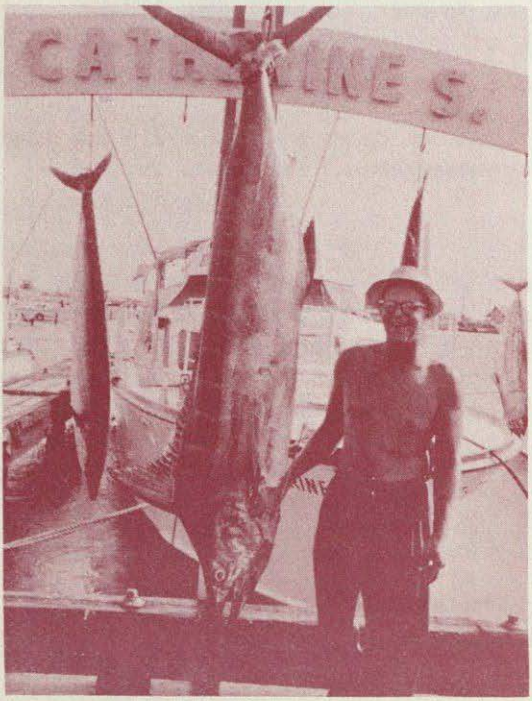


IT'S A BIG ONE, JOE!!! LAS based Mechanic Joe Kooyman caught the 164 pound Marlin on August first, off the western tip of Ohao, Hawaii. The big fish was caught with a jig. Joe says it took him an hour to land the Marlin.

From The Pass

Department

FLY FREE TO EUROPE ON SABENA'S 17-DAY "HOLIDAY ABROAD"

How? Buy a ticket for the special 17-day excursion fare effective October 1 through March 31, at a 75% airline employee discount. Save your passenger coupon, complete the sentence, "Well Traveled People Travel Sabena Because.." in 50 words or less, and you are ready for the monthly Sabena "Holiday Abroad" Interline Contest. Winning entries will be chosen each month of the contest by a panel of travel experts including Eric Friedham-Editor and Publisher of Travel Agent and Interline Reporter; Barnett Laschever-Travel Editor, New York Herald Tribune; and Richard Joseph-Travel Editor for Esquire Magazine. Air fare will be refunded to the monthly winners.###

WEST INDIES TOURS FOR AIRLINE PERSONNEL

KLM has two interline tours to the West Indies, available until December 15th. One is a 7-day tour to Curacao and Aruba. The price for tourist-class transportation and hotel room - double occupancy - is $162 per person from New York or $137 from Miami. The other tour is a 14-day trip to Curacao, Aruba, Jamaica and Miami Beach. The price - $268 per person from New York or $253 from Miami, and includes tourist-class transportation, double occupancy hotel rooms, and most meals.###

FIVE NEW INTERLINE TOURS ON ALITALIA

Five attractive, inexpensive tours are offered to airline employees, featuring the 17-day excursion fare effective October 1 - March 31. The tours are: European - $267.20, Grand Tour of Italy - $289.10, England/Scotland -$291.50, Middle East - $389.40, and African Safari - $739.50.###

For details about any of these tours, contact Pass Clerk Gladys Pyles, Traffic and Sales Dept.

...ABOVE and BEYOND...

Station Manager Ray Vaughn has become a hero in the eyes of a small boy.

It seems little Johnny and his family recently arrived in Santa Ana by private plane, transferred their luggage from plane to car, and departed for their hotel.

There, they discovered that a very important item was missing - Johnny's pet frog Hoppy. A call to the airport started a search of the terminal, and Hoppy was located - hopping around Ray's office. Ray assured the distraught child that Hoppy was well, and that afternoon, Ray delivered Hoppy to his master. Young Johnny's world was once again a lovely place.

Joe Duffy.

****

Sept. 4, 1960

Bonanza Air Lines
Imperial, California

Dear Sir:

I hope you can settle a very important argument for me - it will mean quite a lot. Last Sept. 16 or 17 (I've forgotten the exact date) my husband and I took your turbojet from Imperial to Los Angeles. In Los Angeles we boarded a 707 to go to St. Louis. My question is this: How many hours did that flight take? I would also like the time we left Los Angeles and the exact time we landed in St. Louis. My husband and I do not agree on the air time or the time of arrival. Will you please settle this argument for us, and restore peace once again to our household?

Thank you so much for your consideration.

Very truly yours,

Mrs. V. L. P----

September 13, 1960

Mrs. V. L. P----
Calexico, California

Dear Mrs. P----,

Regarding your letter about the flying time from Los Angeles to St. Louis, the September 1959

Official Airline Guide shows departure time was scheduled for 5:15 P.M. Pacific Daylight Time, and arrival time at 10:35 P.M. Central Daylight Time. However, there is a two hour time change from Los Angeles to St. Louis, therefore you should have been in the air for three hours, twenty minutes.

As to the exact times of your trip, we have no way of knowing if your flight was on schedule. Flight and weather conditions have quite a bit to do with actual flying time. You could have been early or late, depending upon the weather that day.

I am sorry I can not give you more details, but I hope this information will help clear things up for you.

Very truly yours,

R. L. Nance
Station Manager

IT'S A HALLOWEEN PARTY

SATURDAY OCTOBER 29

AT

CULINARY WORKERS HALL
1630 SOUTH A STREET
LAS VEGAS, NEVADA

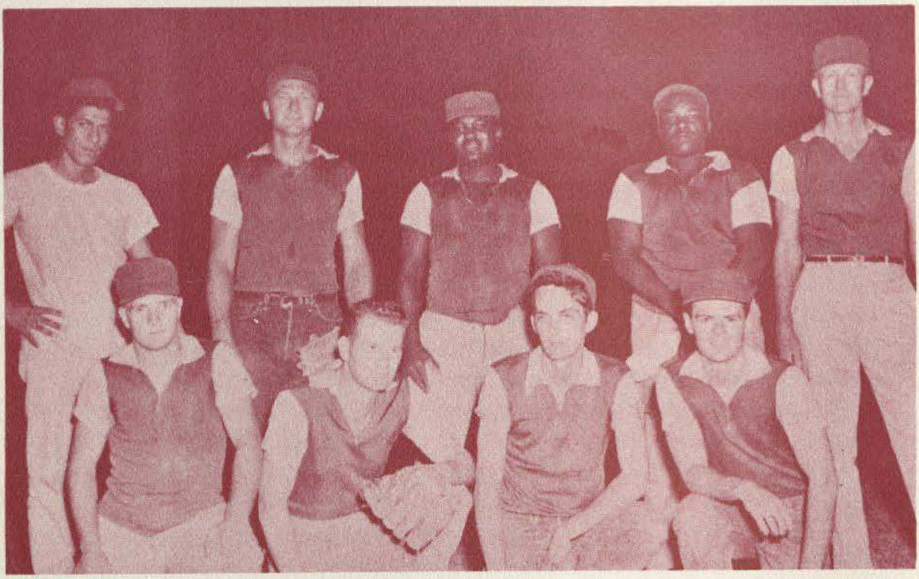
DANCING
PRIZES FOR COSTUMES

WE OPEN THE KEG AT 7 PM

50¢ PER PERSON
COSTUMES OPTIONAL

THE 50¢ OPENS THE CREAKING DOOR - EVERYTHING ELSE IS FREE !

SEE ALL YOU BALIANS THERE



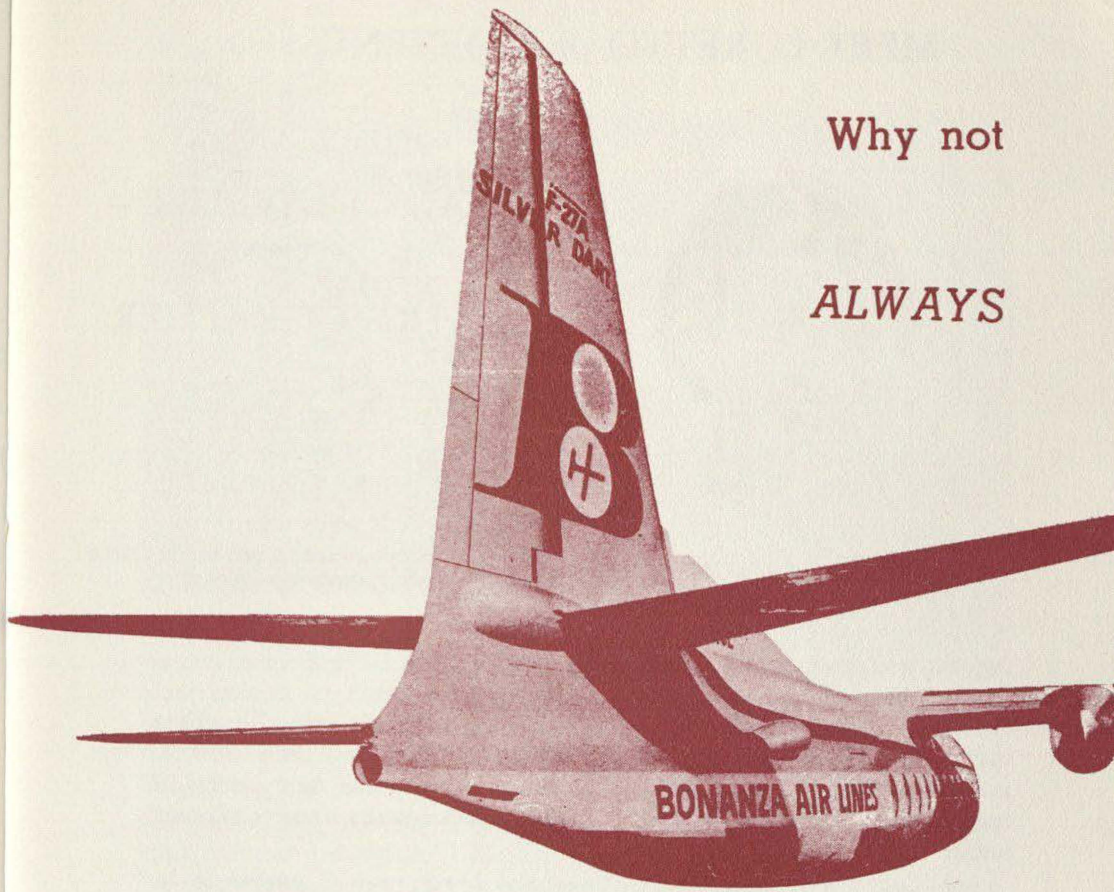
SOME OF BONANZA'S SOFT BALL TEAM....
From left (kneeling) Sonny Baird, Tillie Halls, Frank Smith, Fred Judd, (standing) Hector Astrata, Lowell Mc Donald, 'Jonesy' Jones, Marshall Fields, Mel Bartz. Other players on this year's team who could not be present for the photo are Captain of the team-Carol Mitchell, Kenneth Coates, Nat Scheinbaum and Don Worley. Beginning in the early part of June until the end of August, the team played eighteen games in the Southern Nevada Soft Ball League. Although the team did not place, Left Fielder Hector Astrata was chosen for the All-State Team to play for the State Championship. Captain Mitchell says that they hope to get an early start next season, beginning practice in March.

****

REGARDING INSURANCE CERTIFICATES

Supervisor-Employee Benefits, Vivian Wile, informs us that she has received many inquiries from employees wishing to know when they will receive the new certificates for the group insurance plan. So, for those of you who are also wondering - the certificates have not yet arrived from the insurance company. Reissuing some 450 certificates is a major project, requiring a little time, and Viv requests your patience. When the certificates are received, they and the new booklets will be distributed.

Meanwhile, if you have any questions concerning coverage or claims, do not hesitate to contact Vivian.



Why not

ALWAYS

'JET' THERE

in Bonanza's Silver Dart!

This swift new jetprop carries you in luxurious comfort to your destination, with Rolls-Royce engines generating 4200 horsepower

Manufactured by Fairchild Corporation, the Silver Dart is equipped with Bendix Magic Eye Radar.

Take-offs are fast and comfortable. You are quickly cruising at 300 miles an hour — enjoying an unobstructed view of the scenery through the panoramic windows, while you relax in the air-conditioned, pressurized cabin.

A flight in the Silver Dart

is a flight in the jet age.

MEET LORETTO de KOEVEND--

BAL'S TRAVELER --

PHOTOGRAPHER

By Sally Selle

Photos in this article may not be reproduced without written permission.

When we asked Loretto de Koevend how she got into the airline industry, she told us with a twinkle in her eye, "I have itchy feet — incurably itchy feet — so I decided this would be the best means of traveling. My ambition now is to do travel photography, thus combining hobby with adventure."

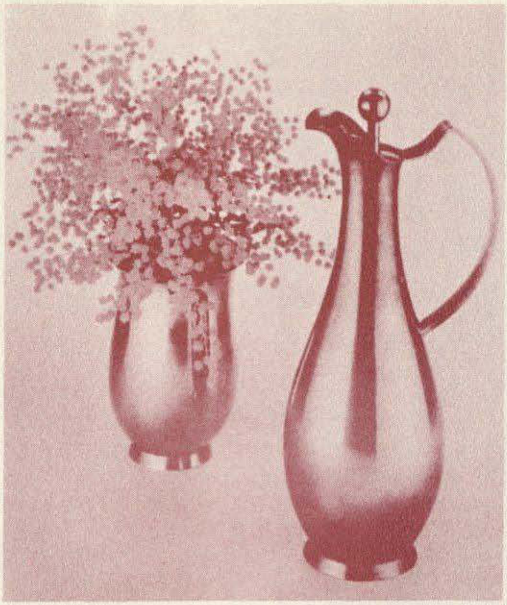
Although born in Littleton, Colorado, Loret (as she prefers to be called) claims Gunnison as her home town. Of her family, Loret tells us she has "four brothers, two sisters, thirteen assorted nieces and nephews. We're quite a crew!"

While attending Western State College in 1943 she was sworn into the Coast Guard, departing just short of graduation in June. In January, 1944, she went overseas and was stationed in Honolulu, where she worked in Communications Engineering until her discharge in April, 1946. When Loret heard the Army Engineers were recruiting civilian personnel to go to Japan, she signed a one-year contract. But the Orient so fascinated her that she stayed in Japan almost two and a half years!

Her travels took her as far north as Sapporo in Hokkaido; as far south as Kyoto and Nara. In September of 1948, she and several co-workers went to Shanghai and Peiping. At the time, Peiping was a closed city, however, the China Advisory Group permitted them to stay for their 6-day visit and the city proved to be a "photographer's paradise."

Loret was scheduled to return to the States November 1st, but by that time, Peiping was being evacuated and all ships were being diverted to shuttle runs between Shanghai and Yokohama. She had hoped to be home by Christmas, but it was January 15th before she finally left Japan for the States.

Miss de Koevend finished college as an English major in August, 1950. The wanderlust still prevailed, so she joined the Armed Forces



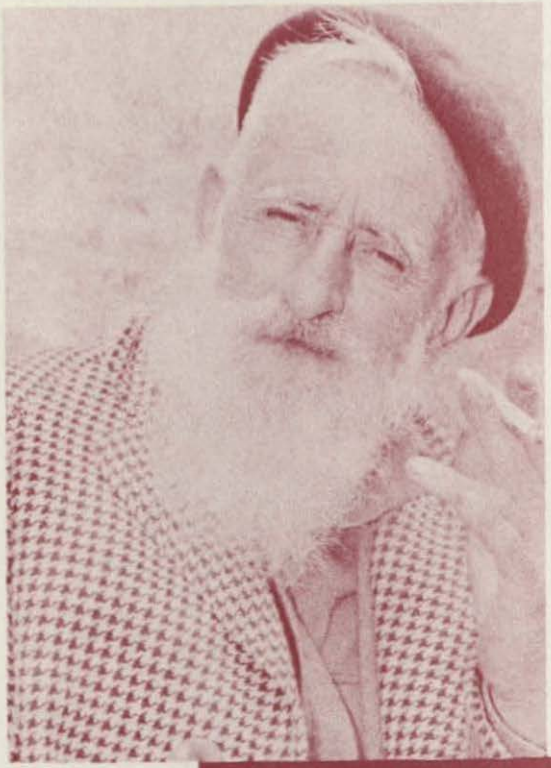
Mimosa with Pewter

Special Services as a civilian employee in uniform. She took her preliminary training at Fort Lee, Virginia; spent Christmas at sea and arrived in Bremerhaven, Germany, the day before New Years', 1951. After a three day training period in Nuremburg and a seven-month assignment at Wurtzburg, she was transferred to a service club in Schweinfurt, where she was in charge of the craft shop and photo lab. It was here that Loret really became interested in photography in earnest.

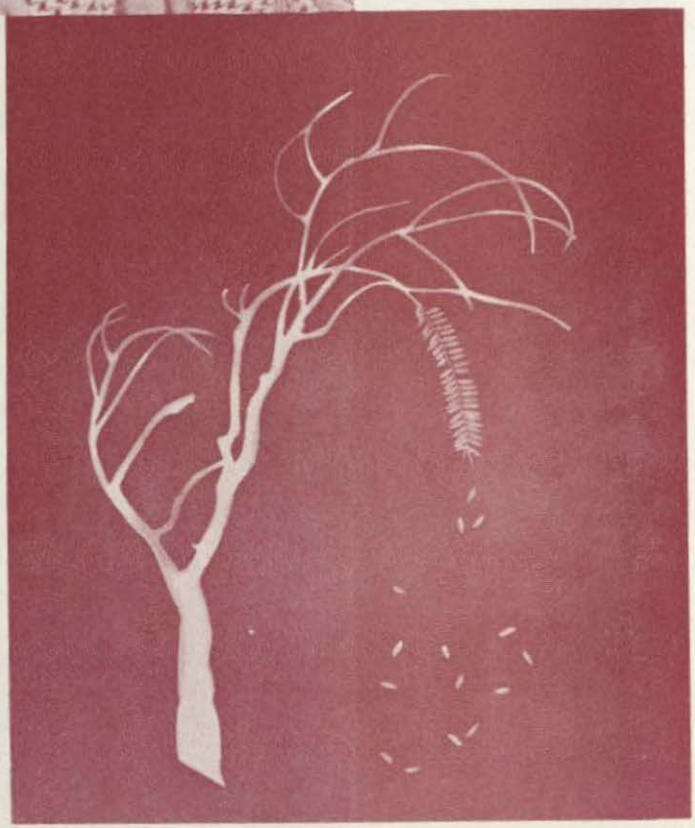
Reflecting, Loret says the two years in Germany seem to "melt into a big pool of time," but she distinctly recalls one of the highlights of her tour in Europe — the Olympic Games in Oslo, Norway in 1952. Her travels took her, also, to Luxumberg during the Easter season and to Holland for the tulip festival. In England, she was thrilled by the spectacular dress rehearsal for the Queen's Birthday, an annual holiday. She also visited Lucerne, Lugano and Zurich in Switzerland; Italy, England, Wales, Denmark and Sweden . . . and the Pied Piper's old home town, Hamlin, Germany. She sailed for home in January, 1953.

Back home again in Gunnison, Loret was secretary to the Dean of Administration at Western State for two years. By 1955, she had definitely decided that photography was one of her ambitions, so she enrolled at Brooks Institute of Photography in Santa Barbara, California. After completing photography school, Loret started the second phase of her ambition. She attended California Airline and Electronic School in Hollywood, and after graduation worked in TWA reservations, Los Angeles, before joining Bonanza in September, 1959, as Earl Jochim's efficient right hand in R & D.

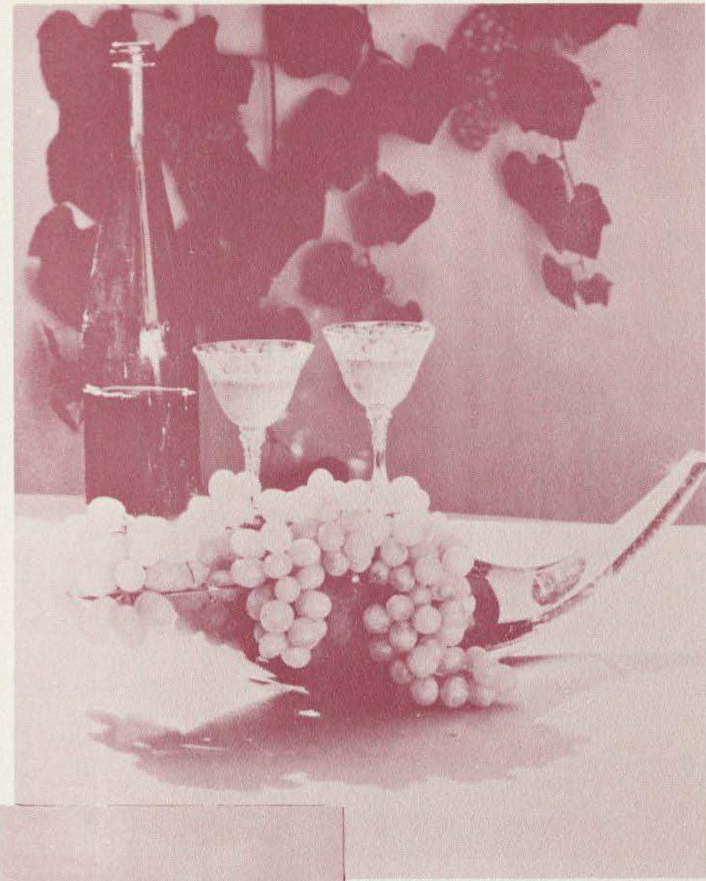
Loret says of her photography, "I do not want to make work of it, and usually do only the types of photography I really enjoy." We have shown a sampling of Loret's collection — we know you will enjoy it.



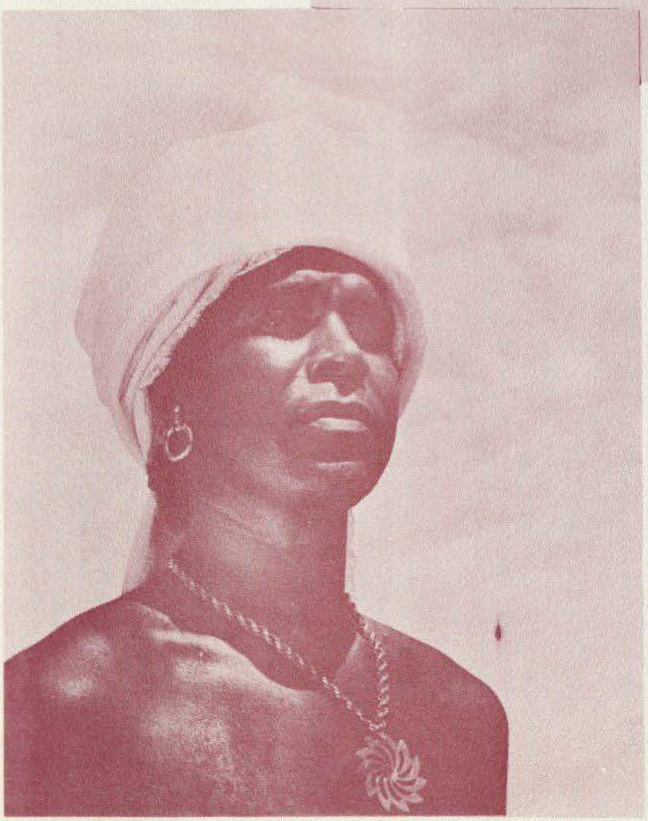
Old Man



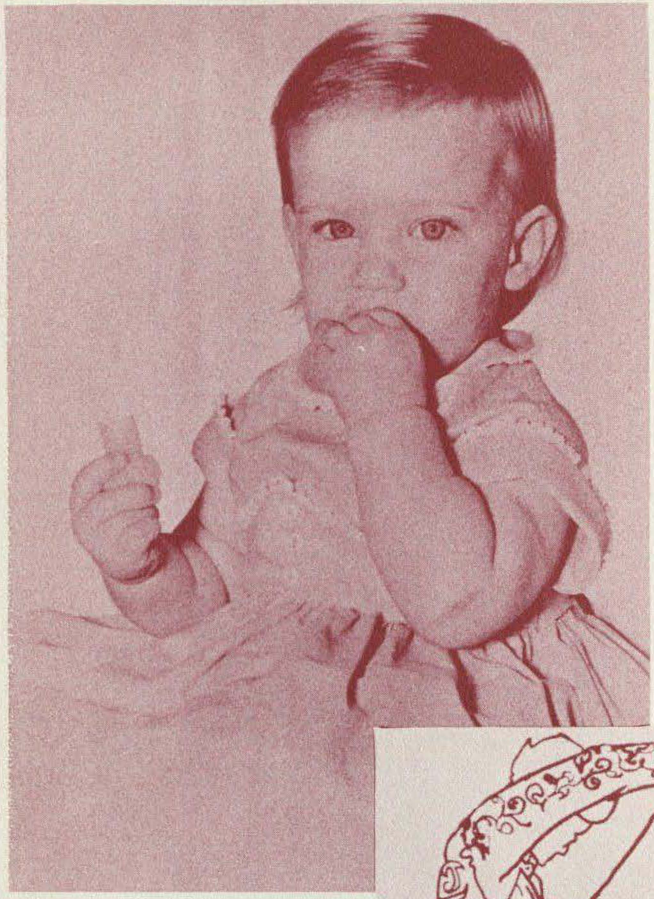
Despair



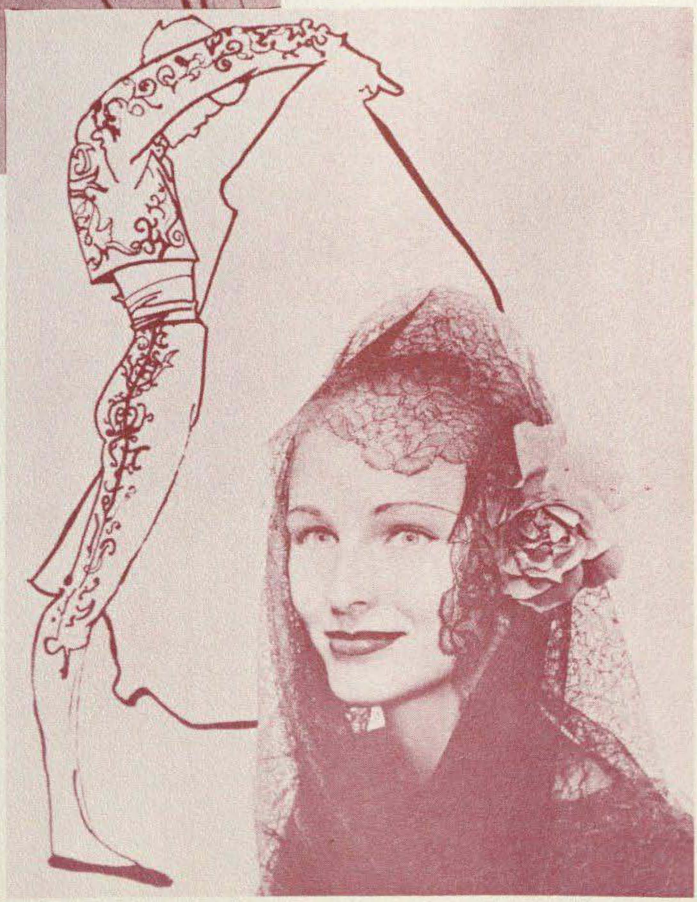
From the Vineyard



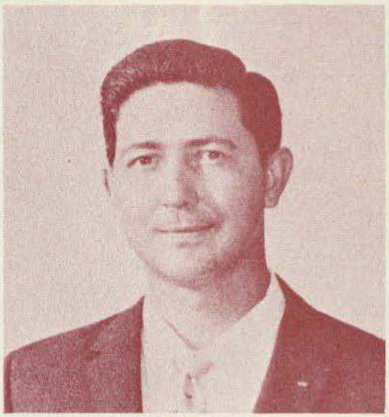
Out of the East



Doll Girl



Girl in Mantilla



JAMES A. QUINLAN JOINS BONANZA TREASURY DEPARTMENT

James A. Quinlan has joined Bonanza as Chief Accountant. His functions will include supervision of the general and property accounting section.

Formerly from Denver, Colorado, Quinlan was with the Martin Company, builder of the Titan ICBM. While there he served as senior cost planner for two years. Prior to that, he was associated with American Telephone and Telegraph Company as IBM methods analyst in the company's management training program.

Jim attended New Mexico State University, earning a bachelor of science degree in business administration. He was active in student organizations and served as president of Blue Key — the national leadership fraternity, as president of Lambda Chi Alpha, and as vice president of the student body. He was named in the annual publication, Who's Who Among Students in American Universities and Colleges.

Jim says he likes to bowl (average 150) and golf (average 150!) and play bridge. He and his wife Doris have two boys and a girl.

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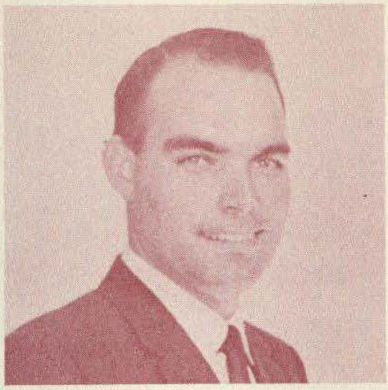
BONANZA WILL HOST LOCAL SERVICE PURCHASING AGENTS

The third annual workshop of the purchasing agents of the local service carriers will be held in Las Vegas October 18 - 20. Earl Hall, Superintendent of Purchasing and Stores, is this year's chairman for the group. He will represent Bonanza as the host carrier, and will preside over the meeting. Special guests from Trans Mar de Cortes, La Paz; and Aloha Airlines, Honolulu, have accepted an invitation to sit in on the sessions, in addition to the regular members of the group. Representatives from the aircraft manufacturers will also attend.

Procurement problems, warranties, and other related problems involved with equipment and hardware of local service aircraft will be discussed. A review of the meeting will appear in the November issue of The Big B.

JAMES JENKS APPOINTED SALES MANAGER FOR SAN DIEGO

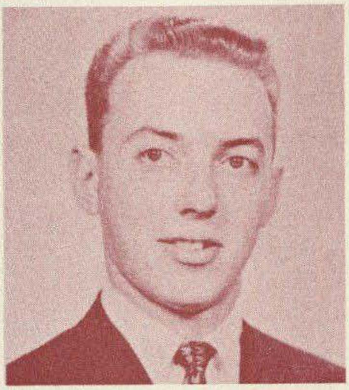


James D. Jenks has been appointed District Sales Manager for the San Diego area. Jim will be responsible for sales activities in San Diego and the adjacent lower California areas, El Centro and the Imperial Valley.

A native of Scottsdale, Arizona, Jim received a degree in business administration from the University of Arizona. He joined Bonanza Air Lines in late 1957, serving with the stations department at Phoenix for two years. Since September, 1959, he had been Junior Analyst in the Company's research and development department at Las Vegas, Nevada.

Jim's favorite sports are tennis and golf. He is married to former Bonanza Hostess Jeanne Elwell. They, and their small son, now reside in San Diego.

WILLIAM CARLSON NEW JUNIOR ANALYST



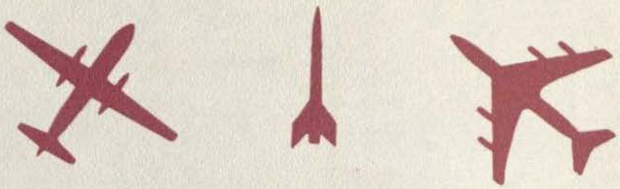
Replacing Jim Jenks as Junior Analyst is William D. Carlson. Bill's responsibilities will include assisting in the preparation of exhibits to be used in route cases, and other regulatory proceedings before the Civil Aeronautics Board, in addition to other analyses bearing on the economic development of the Company.

Originally from Indiana, Bill received his secondary education in Kokomo, and then attended Purdue University, majoring in industrial economics and aeronautical engineering. Prior to joining Bonanza in January, 1960, as a member of the Las Vegas station, he was with the accounting staff of a wire goods firm in La Fayette, Indiana.

Bill is a bachelor. He lists his interests as stamp collecting, hunting and tennis.

BONANZA'S YOUNGEST PILOT . . . Fourteen year old Roger Nye is now an honorary Bonanza Captain. On August 18th, in the cockpit of a Silver Dart at Palm Springs, Captain Paul Beach (left) and First Officer Don McCraven, presented Roger with his wings and a model of the Silver Dart. Through donations by Bonanza flight personnel, Roger also received a round trip ticket for a Palm Springs - Los Angeles flight. Roger was honored in recognition of his enthusiasm for Bonanza and the commercial air industry. He has been visiting the Palm Springs Airport since the summer of 1959, walking from his home when transportation was not available, to greet Bonanza flights and observe flight operations. He has learned much about reservations and space control procedures, has studied weather codings and can read weather sequences. A Palm Springs High School Freshman, Roger plans to study law with an eye toward the legal division of commercial aviation.

—Desert Sun Photo.



INDUSTRY NEWS IN BRIEF

DECISIONS, QUESTIONS AND OBJECTIONS

The CAB approved temporary suspension of Trans Texas service at Fort Stockton and Marfa-Alpine, Texas, until 90 days after final decision in the Southwestern Area Local Service Case . . . Representative Lawrence Brock (Neb.) has protested the CAB's action to permit Frontier Airlines to temporarily suspend service on its segment 13 of route 73 without a hearing. Segment 13 covers eight intermediate cities between Omaha, Nebraska and Casper, Wyoming.

RECORDS, TRENDS AND PREDICTIONS

Domestic trunk and local service departures for 1959 were 3,420,682, an increase of 244,580 departures over 1958, according to figures compiled by the FAA . . . A property tax review will be undertaken this month in Inglewood, California, to determine if jet noise has affected property value in that city, which lies under final approach to Los Angeles International Airport. . . . According to a study by Leigh Fisher and Associates, Ontario International Airport would be the most likely as a second major air terminal for the Los Angeles area.

ELECTIONS, APPOINTMENTS AND AWARDS

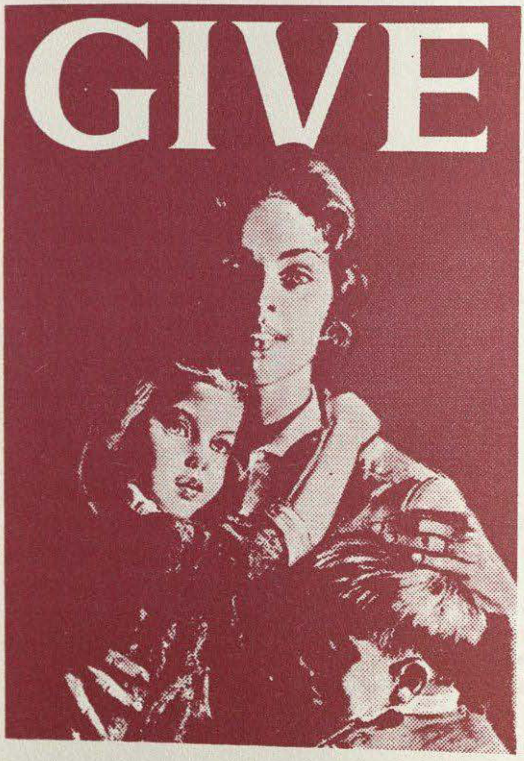
Jack L. Cory has been elected treasurer of Lake Central Airlines. He started with Lake Central in 1950 as an accountant. He was assistant treasurer and assistant secretary. . . . Robert V. Reynolds of the General Safety Division of FAA has been appointed assistant to Deputy Administrator James T. Pyle. . . . John W. Robinson, who was in charge of the F-27 publicity program, has been named director of public relations for Fairchild Aircraft and Missiles Division of Fairchild Engine and Airplane Corporation. . . . Dan A. Kimball, president of Aerojet-General, has been named a director of Continental Airlines. . . . George Romney, president of American Motors Corporation, has been named to the board of directors of Douglas Aircraft Company. . . . John E. Sorenson, meteorologist for United Airlines, has received the Edgar S. Gorrell award for his outstanding contribution toward improving weather analysis and forecasting by his study of winds aloft. . . . The CAB granted major route extensions to Lake Central between its Ohio cities and Washington, D. C., and between Erie and Pittsburgh, Pa.

SCIENCE, SERVICES AND EXPANSIONS

Los Angeles Airways expects to take delivery on the first Sikorsky Twin-Turbine S-61 helicopter this month. Chicago Helicopter Airways will receive the second Sikorsky plane. . . . Allegheny Airlines has extended its no-reservation commuter program to the Philadelphia-Providence and Philadelphia-Boston markets. . . . The Port of New York Authority has announced plans for construction of two new air cargo buildings in the Idlewild Air Cargo center. . . . The FAA will build a new Air Route Traffic Control Center at Palmdale, California, to replace the facility located in the agency's headquarters building in Los Angeles. Work is scheduled to start in 1961.

VACATIONING
FAIRCHILDERS

Secretaries at Fairchild Corporation, Jane Bowser and Phoebe Watson vacationed in Las Vegas on the Bonanza-Stardust variety vacation tour. Taking a busman's holiday, they dropped by Bonanza's general offices, toured the hangar and posed on the stairs of a Silver Dart.



THE UNITED WAY

NATIONAL ACTION PLAN — HIGHWAY SAFETY

Third and Final Part

Quote from recent speech given by Mr. William Randolph Hearst, Jr., Chairman, The President's Committee for Traffic Safety; President, Hearst Newspapers, Inc.

" . . . statistics on traffic deaths and injuries . . . speak for themselves. Annual traffic deaths — 40,000. Injuries in the millions. Property damage and man-hour losses in the billions of dollars."

"(But) The trouble here is that people have a hard time associating themselves with statistics. They are willing to admit that 40,000 other people may die on the highways next year, but the transition from a line on a graph to their own flesh and blood is too much for them."

The nation's top traffic safety executives agree that many of the traffic safety campaigns haven't put the "message" across to motorists, some examples of safety slogans they questioned are:

DRIVE CAREFULLY, BE SAFE, BE CAREFUL.

We may suggest slogans that could have a sobering effect, and motivate the desire for car control on the highways. Slogans such as:

FATHER'S DAY DRIVING: "DAD DROVE FIRST — YOU DRIVE TO LAST"

MOTHER'S DAY DRIVING: "LIVE — DON'T FORGET MOTHER — SHE DIDN'T FORGET YOU"

ANNIVERSARY DRIVING: "TO LIVE, TO LOVE, HONOR AND OBEY"

MEMORIAL DAY DRIVING: "WE HEROES WOULD LIKE TO SIT IN YOUR SEAT"

JULY 4TH DRVING: "FIREWORKS EXPLODE — DON'T YOU"

Slogans may play but a small part in the overall National Action Plan for highway safety. Nevertheless, pointed reminders may have an immediate slow-down-and-think effect on the so-called good driver.

The habitually careless driver is being caught, and will be caught, by our highway patrol and city police. His or her privileged drivers license is being revoked through due process of our courts. Holiday traffic deaths and injuries though, are caused by us good drivers. If we fail in the National Action Plan for Highway Safety, what would you suggest as a solution — ABOLISH our National Holidays???

The Gold For five years service

IN OCTOBER

FRANK AKERS — Flight
JOE BRINNON — Flight
JAMES CORNELL — Stations
RICHARD HART — Stations
ROBERT JANS — Stations
DONALD JAQUES — JAMTO Representative
CHARLES KINGEN — Flight
BOBBY L. MOULDING — Flight

Introducing Our Newest

VARIETY VACATION

100 Years of Hospitality

the Riverside

RENO'S ONLY DOWNTOWN RESORT HOTEL

RENO

IT'S 50/50

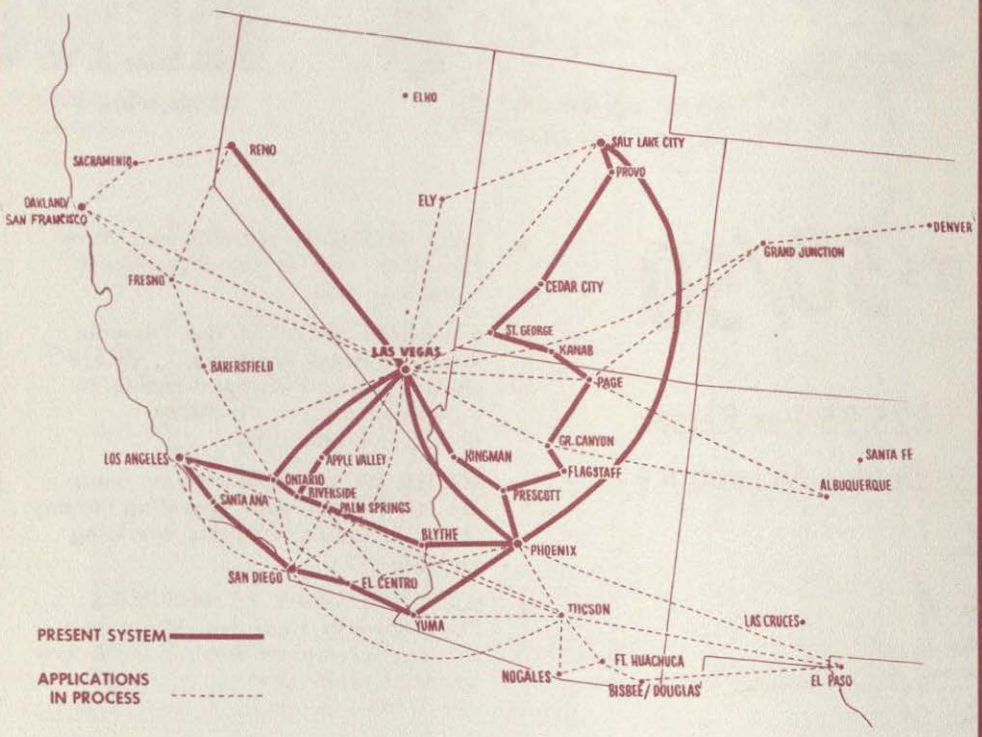
$25.25 Per Person
Double Occupancy

- ★ TWO GLORIOUS NIGHTS and three fun-filled days at the magnificent Hotel Riverside.
- ★ A DINNER SHOW in the Olympic Room at Hotel Riverside . . . where shows feature the biggest names in entertainment . . . includes dinner and one drink.
- ★ BOTTLE OF CHAMPAGNE on your arrival — toast your sparkling holiday at the Riverside with this sparkling vintage!
- ★ MIDNIGHT SHOW AT HAROLD'S CLUB seventh floor Fun Room in exciting downtown Reno . . . A gay whirl of night life . . . two drinks included.
- ★ GROUND TRANSPORTATION — Round trip from Reno Airport to Hotel Riverside.

BONANZA AIR LINES

UNITED AIR LINES

Bonanza Air Lines offers Silver Dart Service to the Golden West



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